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Jones, Lynell

From: Jones, Lynell
Sent: Friday, July 16, 1999 11:23 AM
To: Strobel, Kathleen A.
Subject: RE: RM1 Recaps for Week 6/20-6/27

Kathy,

I know this is a fairly old recap, but Michelle had questions about Casey's on June 23rd. It seems that a Marlboro promotion may have been in Casey's the same night Parliament was? Can you get more information on if this actually happened and what happened?

Additionally, on June 26th at Have a Nice Day Cafe, there were only 3 merchandisers available. Why was only 19 surveys generated the entire night? That's 1.6 surveys per merchandiser per hour! That's very low. Especially in comparison to Casey's on June 23rd, where only 2 merchandisers worked and they generated 40 surveys. Can someone help me explain this?

Thanks,

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